

VISION IOWA BOARD MAKES FIVE AWARDS IN MAY

Five projects received investments from the state's Vision Iowa board in May. Each award came from the Community Attraction and Tourism Program (CAT). A component of Vision Iowa, which funds projects that cost at least \$20 million, CAT provides assistance to smaller initiatives.

The board approved grants to projects in Carroll County, Cascade, Lake Park, Washington County and Webster City, reflecting their dedication to assisting new development in all parts of Iowa.

"In order to maintain the economic viability of our state, it's important that we support development in all regions," Governor Tom Vilsack said. "I'm encouraged to see that organizations and communities throughout Iowa are requesting and receiving assistance from Vision Iowa. I applaud this commitment to the future of these communities and the entire state."

CAT award recipients:

Swan Lake Conservation Education Center, Carroll County
(County population: 21,421) — \$400,000 grant.
Funding supports: The Swan Lake Conservation Education Center will include a new 12,500-square-foot building made up of classrooms, a display area, gift shop, kitchen, shelter and storage space, and Conservation Board office facilities. The education center will be constructed at Swan Lake State Park.

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UNITY DAY 2002 IS A SUCCESS

Nearly 300 people experienced a day of motivation and networking at the annual Iowa Tourism Unity Day, held April 26 in West Des Moines. The day included a keynote motivational address from Philip Van Hooser, an update from Iowa Department of Economic Development Director CJ Niles, and the unveiling of the 2003 Cooperative Advertising Program. Representatives from the United States Postal Service were also on hand to tout their newest series of stamps, "Greetings from America." Jeanne Kuhlmann from the Loess Hills Hospitality Association and Tom Smull from Eastern Iowa DMA Incorporated also received awards during a morning ceremony. Jeanne was recognized for her work as a tourism volunteer, while Tom gathered honors as a paid tourism professional. ■



Meredith Travel Group's Director of Travel Marketing, Peter Mason, takes a moment to sign the "unity board" at Iowa Tourism Unity Day. Again this year, Meredith Travel Group showed their support of Iowa tourism by sponsoring the event.



Iowa Department of Economic Development Director CJ Niles (left) and Community Development Division Administrator Sandy Ehrig (right) stand with Tourism Leadership Award winner Tom Smull.



Tourism Leadership Award winner Jeanne Kuhlmann is also congratulated by CJ Niles and Community Development Division Administrator Sandy Ehrig.



IOWA TOURISM CONFERENCE COMING IN OCTOBER

Sioux City and the Western Iowa Tourism Region are gearing up to host the Iowa Tourism Conference, October 21-23. Check out the travel industry section at www.traveliowa.com for registration information and details about conference speakers and events. Silent Auction and Iowa Tourism Award registration and nomination forms will hit the mail and Internet soon. ■

IOWA REPRESENTED AT INTERNATIONAL POW Wow

Iowa Tourism Office Group Tour Manager Mark Eckman attended the Travel Industry Association of America's Annual Pow Wow in New Orleans, May 25-29.

International Pow Wow is the world's largest travel show, as more than 6,000 international and domestic travel industry delegates attend for the sole purpose of buying and selling the American travel product. Leads from the show are available by contacting Mark at 888-472-6035 or mark.eckman@ided.state.ia.us. ■

TRAVEL INFORMATION SHEETS AVAILABLE

The Iowa Tourism Office has printed wallet-sized travel information reference sheets to remind travelers to use www.traveliowa.com as a resource for complete information on Iowa tourism attractions, events, outdoor recreation, and accommodations. The small slips come in pads of 100 and are available free to any tourism organization that would like to include them in your own mailings to prospective travelers or distribute them personally to people who visit your office, attraction or event. If you would like to receive a supply of the padded sheets, please contact Tourism Office Publications Manager Kathy Bowermaster at 515-242-4708 or kathy.bowermaster@ided.state.ia.us. The Tourism Office appreciates your help in getting the word out about travel in Iowa. ■

ANTIQUE INFORMATION WANTED

The Iowa Tourism Office is currently updating its list of antique stores in the state. Please send information about any stores in your community to Kathy Bowermaster, Iowa Tourism Office, 200 E Grand Ave., Des Moines, Iowa 50322. Or reach Kathy electronically at kathy.bowermaster@ided.state.ia.us. The list of antique stores will be given to Iowa's welcome center travel counselors so that they can assist curious shoppers. ■

WELCOME CENTER STAFFERS ARE PROS

Congratulations to several Iowa Welcome Center employees and volunteers who successfully completed an Iowa tourism "exam" and are now Certified Iowa Travel Counselors. The Counselors will receive a certificate and name tag designating them as such. Iowa's newest tourism experts are:

Therese Diamond, Sergeant Bluff Welcome Center

Delores Carey, Sergeant Bluff Welcome Center

Gene Crawford, Sergeant Bluff Welcome Center

Donald Heath, Sergeant Bluff Welcome Center

Norma Cook, Sergeant Bluff Welcome Center

Beth Hickey, Sergeant Bluff Welcome Center

Norman Lewison, Sergeant Bluff Welcome Center

Gene Hill, Sergeant Bluff Welcome Center

Jane Knutson, Sergeant Bluff Welcome Center

Carol Harban, Living History Farms Welcome Center

Elaine Robertson, Mississippi Valley Welcome Center

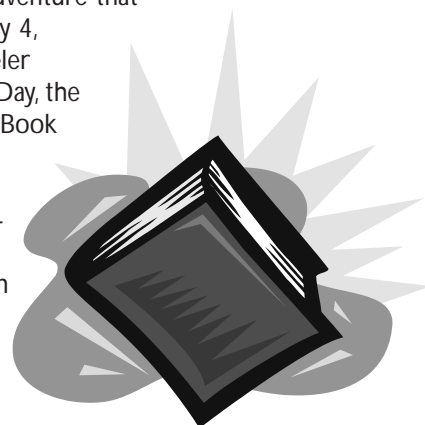
Shelly Phelps, Port of Burlington Welcome Center

John Wills, Clayton County Welcome Center

IOWA GETS A DOSE OF CHICKEN SOUP

As part of an adventure that started on May 4, National Traveler Appreciation Day, the "See America Book

Tour 2002" rolls into Iowa this month. The cross-country tour features the recently released book "Chicken Soup for the Travelers' Soul." Author Steve Zikman is traveling by recreational vehicle, promoting the book — and the importance of tourism — to people across the country. In Iowa, the tour visits Sioux City on June 16 and 17, Des Moines on June 20 and 21, Iowa City on June 22 and 24, and the Quad Cities on June 25 and 26.



Visit www.chickensoup.com to learn more about the activities planned in conjunction with the tour's stop in each community. ■

DOT INSTALLS NEW WELCOME CENTER SIGNS

During the month of May the Iowa Department of Transportation worked to install new signs for Iowa Welcome Centers around the state. The updated signs feature a question mark, the international symbol for information.

"These signs will make it much more apparent to travelers that the state's welcome centers are resources for information," Iowa Tourism Office Marketing Manager LuAnn Reinders said.

Travel counselors at Iowa's 21 welcome centers greeted nearly 800,000 people in 2001. These visitors spent nearly \$340 million in Iowa. ■



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Cascade Area Fine Arts Auditorium, Cascade
(City population: 1,958) — \$200,000 grant contingent upon the passage of a local bond referendum.

Funding supports: The Cascade Area Resource for Education (CARE), in conjunction with the city of Cascade and the Western Dubuque School District, will construct a new 14,000-square-foot auditorium. The facility will seat nearly 500 people and will serve the Cascade/Bernard area. The facility will host school and community events.

Lake Park Schools/City of Lake Park Arts and Recreational Complex, Lake Park
(City population: 1,023) — \$1.1 million grant over multiple years contingent upon the passage of a local bond referendum.

Funding supports: Built on 40 acres, this recreational complex will be made up of a community center, a 250-seat auditorium, more than five miles of walking trails and park areas. Athletic fields for baseball, softball and soccer, along with a wellness center and community library/computer center, are also included.

Washington County Conservation Education Center, Washington County
(County population: 20,670) — \$75,000 grant contingent upon raising an additional \$100,000 locally, including a minimum investment of \$10,000 from the Washington County Board of Supervisors.

Funding supports: This project includes the construction of a new 5,300-square-foot facility that will serve as a

Conservation Education Center. A kitchen, laboratory, library, offices, displays, and a conference hall will make up the facility.

Webster City Skate Park, Webster City
(City Population: 8,176) — \$13,000 grant contingent upon a \$1,000 county investment.

Funding supports: This project includes the construction of a skate park, which will be located at an existing city park in Webster City. Construction includes a concrete pad and skate equipment.

At last month's meeting, the board voted to issue notices of intent to consider and establish negotiating teams to determine awards for: Grant Wood Heritage Park, Anamosa and the Marshall County Nature Center, Marshall County.

Contact Vision Iowa Program Manager Nichole Warren with questions. Nichole is available at 515-242-4827 or nichole.warren@visioniowa.org. ■

VISION
IOWA

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DEPARTMENT OF
ECONOMIC DEVELOPMENT

200 East Grand Avenue
Des Moines, Iowa 50309

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